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University of San Diego

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News Bureau

M.B.A. GRADUATE HEARS "PLASTICS," CREATES RECYCLING PLAN, REACHES WORLD FINALS IN STUDENT BUSINESS COMPETITION

May is going to be a big month for David Fletcher. The University of San Diego student is slated to pick up his M.B.A. degree on May 26. And in the weeks before commencement, while other graduates prepare for the big day, Fletcher will compete as a finalist in separate National and International Student Business Plan Competitions.

Fletcher's business plan, selected as one of the top five student proposals in the nation and the world, describes a company he calls "Delta Recycling Inc." As outlined in the 40-page plan, Delta will buy used plastic bottles, clean and reprocess the material and then sell it to manufacturers who want to save money and protect the environment.

Like Dustin Hoffman in "The Graduate," Fletcher once was told to think "plastics." He took the advice to heart and obtained a degree in polymer science and technology at Manchester University in his native England.

The 37-year-old Fletcher completed his graduate studies at USD's School of Business Administration while working as Vice President of Research and Development at Deposition Technologies

(more)

Inc. in San Diego. He came up with the idea for Delta Recycling after learning that the western United States has only one fledgling firm that reprocesses used plastic bottles.

"The consumer demand for products made from recycled materials is far greater than the current supply," says Fletcher. "Some of the end users of plastic bottles, like Procter & Gamble and Pennzoil, have told manufacturers they want packaging with at least 20 percent recycled plastic to show their concern for the environment.

"Also, Delta Recycling would show a definite profit," Fletcher continues. "Manufacturers will find that the cost of reprocessed plastic is significantly less than the cost of brand-new plastic. And as state and local governments come up with tax credits and other incentives for using recycled materials, Delta's business would automatically expand."

Fletcher will make this pitch to a panel of judges at the second annual Invitational Business Plan Competition on May 3 at San Diego State University, where he will be one of five national finalists. Eleven days later, he'll present the same argument to a panel of judges for the International Business Plan Competition in Kenasaw, Ga., where he also will be one of five finalists.

A full-time job, M.B.A. studies and the Delta Recycling business plan have made this a grueling year for David Fletcher but he says it was worth it. "Now, with commencement and the competitions in sight, there's a light at the end of the tunnel," he concludes.